



Project Number: \_\_\_\_\_

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## GRANT APPLICATION FORM

### Arizona Community Challenge Grant Program

Project Title: Tree Maintenance Track at the 2015 SHADE Conference

Category: Category 1 - Information and Education

Location (City): N/A

Tree City USA (if applicable): N/A ☐ Yes ☐ No

Name of Applicant: Arizona Nursery Association

Address of Applicant: 1430 West Broadway Road Suite 110

City Tempe State AZ Zip 85282

Contact Person: Cheryl Goar Daytime Phone: 480-966-1610

E-Mail: cgoar@azna.org Organization's Federal ID: 23-7199242

Brief Project Description: (Please attach a separate, maximum 3-page narrative that clearly states the project need, objectives, methods, and deliverables.)

Is this project currently funded?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Was this project previously funded?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Will this project be possible without grant funding?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Can this project occur without full requested amount?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

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(a) UCF Funds Requested	\$ <u>7,000.00</u>
(b) Local \$ Match Provided	\$ <u>34,000.00</u>
(c) Value of In-Kind Match	\$ <u>11,000.00</u>
Total Project Amount (a+b+c)	\$ <u>52,000.00</u>

Timetable: (Starting Date) 1/1/15 (Ending Date) 10/1/15

Volunteer Involvement [Name of Group(s)]: \_\_\_\_\_

Cheryl Goar  
Name of Representative  
  
Signature of Authorized Representative

Executive Director  
Title of Representative  
10/21/14  
Date

*Upon authorization of approval for financial assistance, grantees will be assigned a grant number and a maximum dollar amount to expend. Prior to expending funds, applicants must submit an updated project workplan.*



Project Number: \_\_\_\_\_  
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## BUDGET PROPOSAL FORM

### Arizona Community Challenge Grant Program

**Applicant Name:** Arizona Nursery Association

**Project Title:** Tree Maintenance Track at 2015 SHADE Conference

Item	<b>Grant Share</b> Direct Expenses or Cash Purchases	<b>MATCH</b>			<b>Total</b>
		<b>Applicant Direct Expenses or Cash Purchases</b>	<b>Applicant In-kind Personnel Services: Volunteer and Staff Hours</b>	<b>Applicant In-kind Donated: Services, Supplies, or Equipment use</b>	
Administration (Project-allocable general overhead costs)	\$0.00	\$15,000.00	\$11,000.00	\$0.00	\$26,000.00
Personnel (Project-related Labor, both staff and volunteer time, Fringe Benefits)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Contracted Services (Forestry professionals, consultants, landscape architects, arborists, engineers, etc.)	\$0.00	\$19,000.00	\$0.00	\$0.00	\$19,000.00
Supplies (itemize as necessary – plant materials, research materials, educational materials, postage, etc.)	\$7,000.00	\$0.00	\$0.00	\$0.00	\$7,000.00
Other:	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>TOTAL:</b>	<b>\$7,000.00</b>	<b>\$34,000.00</b>	<b>\$11,000.00</b>	<b>\$0.00</b>	<b>\$52,000.00</b>

*This form is for the summary of your budget information. A detailed list of expenditures and a budget narrative should be provided on additional pages if necessary.*



## **Project Narrative**

### **Applicant Information:**

The Arizona Nursery Association (ANA) is a professional organization dedicated to the promotion and advancement of the nursery industry and the public they serve. ANA has a 55-year history of collaborating and partnering with green industry professionals, government entities and educators. Key purposes of the Association include conducting educational programs for the green industry, providing speakers to public events, garden clubs and schools, promoting cooperation between green industry sectors and participating with state authorities in combating horticultural pests to protect existing green infrastructure.

### **Need:**

A healthy, proportionate and well distributed urban canopy is a widely recognized mitigation tool for air and noise pollution, storm water runoff and other urban stress factors. In southwest cities and towns, creating and maintaining shade-making canopy is even more critical for heat island abatement and community livability. Trees improve and enrich the lives of urban dwellers. However, in most Arizona cities trees are being lost at a higher rate than they are being planted, replaced or able to reach maturity. There are many reasons contributing to this deficit, including budgetary factors, poor planning, contradictory zoning, poor maintenance practices and general ignorance. In example, often just as street or retail center trees are achieving full healthy canopies, they are destructively over-pruned on a recurring basis and steadily decline in health, ultimately dying. Unfortunately evidence of this practice abounds.

### **Objectives/Goals:**

The incentives for increasing and maintaining healthy green infrastructure are many, but the communication, awareness and skills needed to achieve those goals are intermittent. Arizona's green industry – made up of the people who grow, plant and maintain trees – has a significant impact on the success or failure of urban forests. Municipal planners, managers and inspectors also impact the success of trees through zoning, tree ordinances and maintenance contracts. Seldom does industry and government get into the same room to learn about trees. The Arizona Nursery Association has a successful history of bringing these industry groups together at a comprehensive annual educational event, the Southwest Horticulture Annual Day of Education (SHADE). This ANA sponsored all-day conference has 5 concurrent tracks with an average of 425 attendees (recent attendance records: 2011 - 396; 2012 - 426; 2013 - 435; 2014-453).

### **Methods:**

With the support of Community Challenge Grant monies, SHADE 2015 will include a Tree Maintenance Track with 6 sessions to address topics including Tree Advocacy; Tree Ordinance Guidelines; Policies and Laws for Trees; Xeriscape Planning with Trees and Shrubs; Arizona

Community Tree Plans; Trees verses Urban Heat Islands. These topics will address some of the most common causes of urban tree failure as well as offer positive examples of green industry professionals advocating for greener communities. ANA staff working with the SHADE Committee will develop session titles and determine speakers for the Track. The conference is anticipated to be held in August at the Renaissance Hotel & Conference Center in Glendale, Arizona or the Arizona Biltmore in Phoenix, Arizona. Committee meetings begin in January and continue as needed throughout the year.

**Deliverables:**

A comprehensive Tree Maintenance Track at a local conference which will include 6 one-hour sessions. Each session has been approved for a variety of Continuing Education Units. Anticipated attendance for this conference is over 400 and 25-30 percent of the attendees are expected to attend this track based on historical attendee makeup.

**Anticipated Benefits:**

The Tree Maintenance Track at SHADE is consistently well attended by arborists, landscape professionals, nursery professionals and municipal employees. Expanding the knowledge of appropriate horticultural and arboricultural practices for these professionals is instrumental in reversing the decline of urban tree canopy and supports inter-discipline/agency efforts toward improving urban forest resilience and longevity. Enhanced technical skills and knowledge should result in improved cultural practices by tree professionals and landscape contractors. For planners and municipal managers, a review of failed/flawed policies and a better understanding of tree science should result in more sustainable urban forestry programs, ordinances and specifications. Also, as these professionals interact with residents regarding their neighborhood and community trees, enhanced public awareness of the benefits of trees will encourage community urban forestry advocacy – a tree roots movement!

The Arizona Nursery Association respectfully requests funds to support the Tree Maintenance Track of the 2015 SHADE conference.

## **Budget Narrative**

### **Grant Share:**

The grant share request of \$7,000 will assist ANA in paying approximately 20% of the direct expenses for speaker fees and travel, audio visual equipment, meeting room rentals, advertising and printing and conference supplies.

### **Match Direct Expenses:**

The \$15,000 represents ANA staff time dedicated to the conference, based on 2014 staff hours, and will be paid from the ANA budget.

The \$19,000 represents remaining expenses for SHADE based on 2014 eligible costs.\*

### **Match In-Kind Personnel Services:**

The \$11,000 represents volunteer hours at \$20 per hour value, based on volunteer hours used in 2014.

*\*All food and beverage expenses for SHADE will be paid from the ANA budget.*



### **Additional Supporting Materials:**

Commitment to Urban and Community Forestry Health – The Arizona Nursery Association (ANA) has a long-standing and valued commitment to increasing and improving urban green infrastructure through quality education that is current and relevant. The SHADE conference has consistently been approved for Continuing Education Units by the Western Chapter of the International Society for Arboriculture, the Arizona Department of Agriculture, the Arizona Landscape Contractors Association's Association of Professional Landscape Designers, the Office of Pest Management, the American Society of Landscape Architects, the Irrigation Association, and the Golf Course Superintendents Association.

Project Planning and Coordination – ANA has the support of a volunteer conference committee, currently 14 members, and two staff members to: coordinate education committee meetings; select and confirm the topic speakers; apply for CEU's, report & maintain CEU records; promote the conference through informational brochures, flyers, email and social media; arrange meeting room and banquet orders with the host hotel; coordinate audio visual support; organize classroom set-ups; coordinate event-day volunteers; and meet speakers' needs.

Public Support and Awareness – SHADE is recognized as the premier green industry educational event in Arizona. In addition to green industry professionals' participation and support, the University of Arizona Master Gardeners participate in, promote and volunteer for the SHADE Conference. This group represents the bridge between the homeowner and industry professionals and, as such, is invaluable for engaging and educating the public regarding urban forestry enhancement and sustainability.

Community Benefits – Better understanding of urban forestry ecology and better maintenance practices should result in more viable urban trees and increased canopy. Increased urban canopy improves quality of life for urban dwellers, revitalizes neighborhoods, increases property value, reduces cooling costs and encourages outdoor activities. The more examples of healthy, well-maintained trees people see, the higher their expectations will be for their community and personal tree conservation programs.



October 16, 2014

Community Challenge Grant Program  
Arizona State Land Department  
Urban & Community Forestry  
1110 West Washington Street, Suite 110  
Phoenix, Arizona 85007-2935

To Whom It May Concern,

I am writing in support of the Arizona Nursery Association's (ANA) \$7,000 Community Challenge Grant request to support a tree maintenance track at the 2015 Southwest Horticultural Annual Day of Education (SHADE) Conference.

Challenge Grant funds have been instrumental in the development of this award-winning conference, which has, since its inception in 2005, featured sessions specifically addressing the appropriate installation and maintenance of trees, along with other topics that support the educational mission of the Community Challenge Grant Program. The conference provides arborists access to valuable information and updates, along with the opportunity to accrue continuing education credits, and it gives other green industry professionals a venue in which they can expand their understanding and appreciation for trees in the landscape. ANA is committed to providing quality education and training to the green industry, and urban tree care will continue to be a key component of this effort.

SHADE relies on sponsors and partners who recognize the value of this educational opportunity and who support it financially in order to keep registration affordable; in the current economic environment, this is even more critical.

The Arizona Municipal Water Users Association has long supported educational efforts that promote sound horticultural practices in our desert environment, and we are pleased to be an ongoing sponsor of the SHADE Conference. I hope that the State Land Department will be able to continue its support of this valuable program through the Community Challenge Grant, as well.

Your consideration is greatly appreciated.

Best wishes,

A handwritten signature in black ink, appearing to read "Carol M. Ward-Morris".

Carol M. Ward-Morris  
Program Manager, Demand Management & Sustainability

**Arizona Municipal Water Users Association**

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3003 North Central Avenue, Suite 1550, Phoenix, Arizona 85012 • P: (602) 248-8482 • F: (602) 248-8423 • [amwua.org](http://amwua.org)



October 17, 2014

Community Challenge Grant Program  
Arizona State Land Department  
Urban & Community Forestry  
1110 West Washington Street, Suite 110  
Phoenix, Arizona 85007-2935

I am writing in support of the Arizona Nursery Association's (ANA) \$7,000 Community Challenge Grant request for the Tree Maintenance track of the 2015 Southwest Horticultural Annual Day of Education (SHADE) Conference.

The SHADE conference, since its inception in 2005, has featured sessions which are of benefit to the entire horticulture and landscape industry. As a tree grower, Mountain States appreciates educational opportunities on these topics. Past topics have addressed the appropriate installation and maintenance of trees, along with other topics that support the educational mission of the Community Challenge Grant Program. The conference provides arborists access to valuable information and updates, along with the opportunity to accrue continuing education credits, and it gives other green industry professionals a venue in which they can expand their understanding and appreciation for trees in the landscape. I know that ANA is committed to providing quality education and training to the green industry, and urban tree care will continue to be a key component of this effort.

SHADE relies on sponsors and partners who recognize the value of this educational opportunity and who support it financially in order to keep registration affordable. Our company is one of these partners and we do all we can to support SHADE and the Arizona Nursery Association. The future success of this conference lies in these partnerships and grant opportunities.

Mountain States Wholesale Nursery has long supported educational efforts that promote sound horticultural practices in our desert environment, and we are pleased to be an ongoing sponsor of the SHADE Conference. I hope that the State Land Department will be able to continue its support of this valuable program through the Community Challenge Grant, as well.

Your consideration is greatly appreciated.

Sincerely,

Bart Worthington, General Manager  
Mountain States Wholesale Nursery

Mailing: P.O. Box 2500 • Litchfield Park, AZ 85340-2500  
Nursery: 10020 W. Glendale Ave. • Glendale, AZ 85307  
Phone (623) 247-8509 • Fax (623) 247-6354  
[www.mswn.com](http://www.mswn.com)



October 14, 2014

To Whom It May Concern:

The Arizona Nursery Association (ANA) has a long standing tradition of delivering high-quality education through its annual Southwest Horticulture Annual Day of Education (SHADE). As a member of the SHADE planning committee, I'm passionate about providing educational opportunities to the nursery and landscape professionals of our great state.

Training landscape professionals is a fantastic way to ensure your Urban Forestry Grant program objectives are met. One landscape professional has the potential to impact multiple sites. Thus, awarding ANA funding to be able to offer the Tree Maintenance Track at the SHADE conference is a worthwhile investment. Thanks to previous funding from the Urban and Community Forestry Community Challenge Grant Program, this track witnessed the highest attendance out of all the other tracks offered at SHADE, and as a member of the planning committee, I would like to keep that momentum going.

I highly support the Arizona Nursery Association's grant application for the 2015 Arizona State Forestry Division's Community Challenge Grant Program. Please do not hesitate to contact me for any further information.

Thank you for your consideration,

*Haley Paul*

Water Conservation Specialist | Town of Gilbert  
90 East Civic Center Drive | Gilbert, AZ 85296  
Office: 480.503.6896 | Email: [Haley.Paul@gilbertaz.gov](mailto:Haley.Paul@gilbertaz.gov)